

This bill is an attempt to create and protect a new circulatory system for a failing 100 year old market - mass direct media. The government is not and should not be in the business of trying to save a market from itself and a world that has moved on.

Digital content provides new challenges for everyone (not just the entertainment industry), and it seems that every other industry is taking advantage of those challenges, and even creating new markets. Even MIT has opened their educational doors to the world, providing their 'content' for free (you still have to pay for a degree).

The world is not going adapt for good of the entertainment industry, and not even laws can change that fact. It may comply for a time (as long as it takes to find a way around the law), but if the entertainment industry can't adapt, it will be replaced by startups, independents and entrepreneurs soon enough. This is a problem that the market will solve itself, it's just going to take some time.